Healthy Supermarkets Community of Practice

25 October 2022
Healthy Supermarkets Community of Practice

Event etiquette

• Please stay on mute unless speaking
• Please give yourself an identifiable participant name
• Please use the chat for all questions and comments
• Please have your camera on if you are comfortable
Healthy Supermarkets Community of Practice

Agenda – what to expect today

1. Quick review of previous CoP & overview of today’s CoP
2. Overview of VicHealth’s CDoH work
3. Guest speaker (Commercial Determinants of Health & Supermarkets)
4. Breakout rooms facilitated by VicHealth
5. Break
6. Community health updates
7. Q & A session
8. Nourish Network update
9. Community Announcements
10. Moving forward & close
Introducing our presenters

Lucy Westerman
Lead, Commercial Determinants of Health, VicHealth

Alex Chung
VicHealth Postdoctoral Research Fellow, Monash University
Introducing our presenters

Adrian Cameron
Associate Professor, Deakin University

Linda Wells
Founder, e-RAW (Eat Right at Work)

Carmen Vargas
PhD candidate, Deakin University
Healthy Supermarkets Community of Practice Recap (July 28th)

- **Dr Deana Leahy** – Kids Co-designing Healthy Places

- **Krushnadevsinh (Kano) Rivalji** – Healthy Supermarkets perspective from a young person

- **Laura Duff** – Healthy Supermarkets Latrobe ‘Reach For The Stars’ project update

- **Khia De Silva** – Nutrition & retail update – Arnhem Land Progress Aboriginal Corporation (ALPA)

- **Julie Brimblecombe** – Healthy Stores 2020 project update
Commercial Determinants of Health and Diets

Lucy Westerman
Lead, Commercial Determinants of Health
Victorian Health Promotion Foundation (VicHealth)
lwesterman@vichealth.vic.gov.au
Our focus is promoting good health and preventing chronic disease

We are the first health promotion body in the world to be funded by a tax on tobacco

We're here to influence conversations about health and wellbeing in Victoria, and take action when it’s needed most

We are an expert agency, with a focus on technical excellence and diverse lived experience
“Factors that influence health which stem from the profit motive... these also encompass the strategies and approaches used to promote products and/or choices that are detrimental to an individual’s health.”
THE CORPORATE PLAYBOOK

- Camouflage actions
- Intimidate & vilify critics
- Deploy corporate social responsibility & partnerships
- Frame & reframe discussion and debate
- Attack & undermine legitimate science
- Regulation & policy avoidance and evasion
- Develop corporate alternatives to policies
- Influence the political process

Lacy—Nichols and Moodie, 2022
Disrupting the commercial determinants of unhealthy diets: what is needed?

“Food and beverage industry practices, which include market, financial and political activities to increase the sale and consumption of highly processed foods and beverages, substantially shape the food environment.

To reduce the burden of unhealthy diets, there is a clear need for government-led action to disrupt the balance of power that currently favours commercial interests above public health.”
Our model

Our CDOH work focuses on a vision of a Victoria/Australia where there is less harm caused by consumption of harmful products. One where harmful industries have minimal influence on public policy and there is public concern about their impacts.

- Increase awareness and capability of public health and decision-makers to understand, monitor and expose harmful industries
- Engage, and support allied sectors to pursue healthy partnerships and mitigate harmful industry influence
- Support young people to resist harmful industry products and practices in places and space where they live, work and play
- Build political support to protect Victorians from harmful industry products and practices
Novel Approaches

**Values Based Messaging**

**POLITICAL STRATEGIES**
- Lobbying
- Revolving Door
- Campaign Contributions

**MARKET STRATEGIES**
- Digital Marketing
- Influencers
- Astroturfing
- Corporate Health Promotion
- CSR - Community Sponsorships

**Surveillance**

Dr Alexandra Chung, Monash University
Dr Florentine Martino, Deakin University
Dr Jenn Lacy Nichols, University of Melbourne
Engaging Young Champions

Alannah and Madeleine Foundation eSmart Media Literacy Labs

Museums Victoria Youth Summit
Allies, Collaborators & Partners

Investigator-led and commissioned research

Innovative approaches

Supporting policy advocacy and legal capacity
Our work

Space Invaders conference

Healthy Partnerships in Sport

Lancet Series on CDoH launch and translation materials
Opportunities to shift norms

Benchmarking

UK Retailer Index 2022 – Access to Nutrition

2020
insideourfoodcompany (insideourfoodcompanies.com.au)
Opportunities to shift norms

Alcohol beside the bananas?

Or Minions in the corn?
Commercial Determinants of Unhealthy Diets

Alex Chung
VicHealth Postdoctoral Research Fellow
Health and Social Care Unit
School of Public Health and Preventive Medicine

Healthy Supermarkets Community of Practice
October 2022
“Social, political, and economic structures, norms, rules, and practices by which business activities designed to generate profits and increase market share influence patterns of health, disease injury, disability, and death within and across populations”

Freudenberg et al. 2021

Commercial Determinants of Unhealthy Diets

Supply chains

Food price

Marketing

Political lobbying

Chung et al. The commercial determinants of unhealthy diets. Public Health Research and Practice. 2022;32(3):e3232221
COSTING RECOMMENDED (HEALTHY) AND CURRENT (UNHEALTHY) DIETS IN URBAN AND INNER REGIONAL AREAS OF AUSTRALIA USING REMOTE PRICE COLLECTION METHODS

Christina Zorbas1,*, Ruby Brooks1, Rebecca Bennett1, Amanda Lee2, Josephine Marshall3, Shaan Naughton1, Meron Lewis4, Anna Peeters1 and Kathryn Backholer1

1Deakin University, School of Public Health, Geelong, VIC, 3220, Australia.
2The University of Queensland, The School of Public Health, Brisbane, QLD, Australia.
3Global Obesity Centre (GLOBE), Institute for Health Transformation, Deakin University, Geelong, VIC, 3220, Australia.
4Public Health Nutrition, University of Auckland, Auckland, New Zealand.

Submitted 21 April 2021; Final revision received 16 August 2021; Accepted 15 September 2021: first published online 21 September 2021

Abstract: Objective: To compare the cost and affordability of two fortnightly diets (representing the national guidelines and current consumption) across areas within Australia’s major supermarketers.

Design: The Healthy Diets project included 32 sites across five areas of urban and inner regional areas of Australia. Data was collected online and via phone calls in far-from metropolitan areas.

Setting: Data were collected at 10 randomly selected locations across four major supermarkets: Woolworths, Coles, Aldi, and independent (Victoria, Australia). The display space dedicated to foods with price promotions and twice the price, across the four supermarket chains, was greater proportion of display space devoted to unhealthy (compared to healthy) foods at each promotional location measured.

Price data were collected online and via phone calls in far-from metropolitan areas.

The frequency and magnitude of price-promoted beverages available for sale in Australian supermarkets

Christina Zorbas1, Beth Gilham1, Tara Boelsen-Robinson1, Miranda R.C. Blake1, Anna Peeters1, Adrian J. Cameron1, Jason H.Y. Wu1 and Kathryn Backholer1

Abstract: Objective: To examine the prevalence and magnitude of price promotions in a major Australian supermarket and how they differ between core (healthy) and discretionary (less healthy) food categories.

Methods: Weekly online price data (regular retail price, discount price, and promotion type) on 1579 foods were collected for 1 year (April 2017 to April 2018) from the largest Australian supermarket chain. Product audits were classified according to Australian Dietetic Guidelines definitions of core and discretionary foods and according to their Health Star Rating (a government-endorse product profiling scheme).

Results: On average, 15.1% (95% confidence interval [CI] = 14.7%, 15.5%) of core foods and 28.8% (95% CI = 28.6%, 29.0%) of discretionary foods were price promoted during a given week. Average discounts were −15.4% (95% CI = −16.4%, −14.4%) for core products and −25.9% (95% CI = −26.8%, −25.1%) for discretionary products. The percentage of products price promotion and the size of the discount were larger for products with price promotions and on end-of-aisle displays and that product choose and shelf space favor less healthy foods. This marketing technique is designed to drive increased purchasing by consumers.

Price promotions, or temporary price discounts, have also been identified as contributing to increases in the quantity of food purchased and consumed by promoting purchasing habits such as stockpiling (buying to use later). In a narrative review of sales promotions and food consumption, Hauke concluded that price promotions generate substantial short-term increases in sales of the...
Why is this important?

- Unhealthy diets are leading risk factor for burden of disease
- Dietary behaviours are established in early life
- Marketing increases preference for and consumption of unhealthy food and drinks
- Global agenda to reduce impact and exposure of marketing to children. Underpinned by child rights
Current research
Developing an Automated Approach to Monitoring
Front-of-Pack Marketing Targeting Children and Caregivers

Aim Investigate the utility of an automated approach to collect images of food and drink products marketed for consumption by children aged 6 to 36 months to monitor and examine child- and caregiver-directed marketing.
Methods

- **PriceTracker database** – images from a subset of 160 packaged baby and toddler food items (young children aged 6 to 36 months).
- **Coding framework** based on a validated tool for evaluating child-directed marketing
- Coded all **front-of-pack marketing** features as either
  - **Core marketing** - child-appealing graphics, cartoons, branded or licenced characters, toys or prizes, and are typically designed to appeal to children.
  - **Broad marketing** - techniques that on their own do not necessarily appeal to children but are likely to appeal to caregivers and, when combined with core marketing techniques may increase the overall power of marketing messages.

Results

- 8.4 Average number of front-of-pack marketing features
- 6.7 Average number of broad marketing features
- 100% All products included appeals to health
Results

Common core marketing techniques included child appealing graphics and images of young children.
Results

Common broad marketing techniques included images of healthy food, organic claims and nutrient claims.
Implications

Automated approaches enable routine monitoring of the nature and extent of food marketing targeting children and caregivers.

Application enables analysis of marketing trends over time, violations to industry codes, and alignment with government regulations.

Advocates for food marketing regulation will need to consider marketing techniques designed to appeal to parents as well as children to ensure adequate protection of children’s diets from industry influence.
Addressing the commercial determinants of unhealthy diets

- Reduce impact and exposure of unhealthy food marketing
- Fiscal measures to incentivise healthy food and disincentivise unhealthy food in trade and supply chains
- Manage and prevent conflicts of interest in policy development
- Hold businesses and governments to account
- Implement social protection schemes to increase ability to afford healthy diets
- Commitment to public health ahead of commercial interests
The commercial determinants of unhealthy diets

Alex Chung*, Lucy Westerman†, Jane Martin‡, and Sharon Friel‡

* Health and Social Care Unit, School of Public Health and Preventive Medicine, Monash University, Melbourne, VIC, Australia
† Victorian Health Promotion Foundation (VHealth), Melbourne, Australia
‡ Obesity Policy Coalition, Melbourne, VIC, Australia
§ Centre for Health Governance, School of Regulation and Global Governance, Australian National University, Canberra, ACT, Australia

Corresponding author: alexander.chung@monash.edu

Abstract

Unhealthy diets are a leading risk factor for obesity and non-communicable disease. Food choices are made within the context of people’s social circumstances as well as the broader food environment. Food and beverage industry practices, which include market, financial and political activities to increase the sale and consumption of highly processed foods and beverages, substantially shape the food environment. To reduce the burden of unhealthy diets, there is a clear need for government-led action to disrupt the balance of power that currently favours commercial interests above public health.

Introduction

Unhealthy diets are a leading contributor to the global burden of disease. In Australia, consumption of unhealthy foods and beverages (food and drinks that are highly processed, energy-dense and nutrient-poor) exceeds recommended guidelines for health. Food choices are largely determined by cultural and social norms and by opportunities to access and afford a healthy diet; these norms and opportunities are shaped by a range of structural drivers including the commercial determinants of health (CDH).

The commercial determinants of unhealthy diets include food and beverage industry practices that create conditions driving consumption of highly processed foods and beverages. The availability, accessibility and desirability of highly processed foods and beverages is increased by practices such as supply chain consolidation, marketing and advertising, corporate social responsibility, and corporate political activity.
Questions and Discussion
Breakout rooms

1. How can we frame the improvements to CDoH in a positive and health promoting light? *E.g., In your local community or supermarket how are you able to be involved in contributing/move towards healthier improvements?*

2. As a health promotion workforce, which key actions from Alex Chung’s presentation do you think you could contribute to in your day to day work to promote healthy diets?

3. Can you identify any action areas for more collaboration across the health promotion workforce so that we can approach our efforts towards healthier diets in a more systematic way?
Stretch/drink break
An update on Eat Well @ IGA

Associate Professor Adrian Cameron
Global Centre for Prevention and Nutrition Research (GLOBE)

@ay_jay_cee

https://healthyfoodretail.com/
Centre for Research Excellence in Healthy Food Retail Research
• The presenter and have **no conflicts of interest to declare**

• **Funding** for this study was provided by the Australian National Health and Medical Research Council (NHMRC), VicHealth, the Australian Research Council (ARC) and Deakin University with in-kind contributions from the City of Greater Bendigo

• The **retailers** involved provided **in-kind support** but **NO FUNDING for this study**
The Eat Well @ IGA partnership
Eat Well @ IGA study design

- **Baseline**: April 2016
- **Intervention**: May 2017 to April 2018
- **Post intervention**: April 2018 onwards

- **5 intervention stores**
- **6 control stores**
- **2 pilot study intervention stores**

- **1 year of data**
- **12 months**
- **6 months +**
Eat Well @ IGA Interventions
Eat Well @ IGA Interventions (continued)
Eat Well @ IGA Evaluation – summary

Analysis of sales data over 24 months
• Matched to nutrient data from The George Institute (FoodSwitch)
• Outcomes included a) core vs. discretionary food, b) 4.5+HSR foods, c) fruits and vegetables, d) key nutrients (total energy, sodium, salt, sugar, saturated fat)
• Monitoring data (weekly) – end of aisle and island bin displays, fidelity of intervention
• Customer surveys (n=500)
• Staff surveys (n=82)
• Stakeholder interviews (n=19)
• Cost-effectiveness analysis
• Over a one year intervention, comparing total store sales data from 11 supermarkets (5 Eat Well @ IGA stores; 6 control stores):

  • Increase in sales of fruit and vegetables by intervention conclusion = 1.5% (p=0.007)
  • Effect size increased over the year (see figure)
  • No effect on other outcomes (all p>0.05)
Customers believed that shelf tags (51%), posters (32%), wobblers (31%), and trolley signs (22%) influenced food choices. Customers reported similar support for each component. 94% believed IGA should continue these efforts (at least 93% in all subgroups). 8% reported shopping at the store more often because of the initiative.

What we learned from Eat Well @ IGA

Partnership between retailer, academic and government partners was highly successful, but timing and conflicts of interest are potential challenges.

The “Eat Well @ IGA” branded initiative allowed flexibility in delivery and consistent marketing.

The retailer now has a major focus on fresh and healthier food, and has renovated their stores to reflect this.

- Analysis of the economic impact of supermarket healthy eating initiatives shows they are highly cost-effective and should be a focus for health promotion efforts.

[Article]
Cost–Benefit and Cost–Utility Analyses to Demonstrate the Potential Value-for-Money of Supermarket Shelf Tags Promoting Healthier Packaged Products in Australia

Jaithri Ananthapavan 1,2,*, Gary Sacks 2, Liliana Orellana 3, Josephine Marshall 2, Ella Robinson 2, Marj Moodie 1,2, Miranda Blake 2, Amy Brown 4, Rob Carter 1 and Adrian J. Cameron 2

[Image of a group of people in front of a supermarket]
Other outcomes

1. Continuing collaboration with City of Greater Bendigo (VicHealth grant 2022, Partnership grant 2023-2027)

2. 3+ year partnership with UNICEF to conduct a) regional retail project in East Asia, and b) Workshops with 11 of the largest global supermarket chains (https://healthyfoodretail-eastasiapac.org/)

3. Healthy supermarkets community of practice, now co-ordinated by VicHealth and part of Nourish Network (https://nourishnetwork.org/)

4. Supermarket initiatives in LaTrobe and Ballarat (Victoria) informed by Eat Well @ IGA

5. Important in several other grant applications (Centre for Research Excellence in healthy food retail, post-doctoral fellowship, two partnership grants, one project grant) = research capacity building (https://healthyfoodretail.com/)
Summary

• The project was successful for both the retailer and in achieving important changes in purchasing. Covid outbreaks did halt momentum of the project.

• Lessons from the project are influencing our own work, and several other projects in Australia and globally

• High quality research in a real supermarket setting is challenging, but...

• Collaborations between researchers, retailers and governments are very important for:
  • Understanding and allowing for different perspectives
  • Credibility of evaluations and promotion
Thank you

• GLOBE collaborators who worked with me on the project – in particular Josie Marshall, Helena Romaniuk, Liliana Orellana, Miranda Blake, Sarah Dean, Tom Steele, Winnie Ngan

• Amy Brown and the City of Greater Bendigo

• Champions IGA and all other IGA partners

• The team of investigators from Deakin (GLOBE and Biostastics), The George Institute, University of Auckland, Paris School of Economics

• VicHealth, NHMRC and ARC
Linda Wells
Founder of
e-RAW

www.e-raw.com.au
Why are we not a healthy Country?

3 Reasons

1. Breakfast
2. Lunch
3. Dinner
Who's in CHARGE ...
Transforming Retail Food Environments to be health enabling
Cassey and Kemuel
Bay of Fires, IGA,
Tasmania
Strategy

- Product
- Price
- Place
- Promotion
Feedback from customers (and staff)

"Having Grapes here is great, I often forget to buy them" - customer

Ooh I need a mandarin - customers (many)

People like the register and commented a lot

Staff also happily buy a pear or mandarin when leaving work, rather than chips and chocolate - Connie (employee)
Feedback from Customers (and staff)

What a good idea – customer

All positive comments - Reanna (employee)

Brilliant there is no chocolate or chewing gum here – it means I'll grab a banana – customer

Older customers also made extremely positive feedback about the 5 and 6 register, saying that it is their only place to check-out now

Parents are trying to get past lollipops and now just come to register 5 and 6 – no problem – their children aren't yelling at them to get some junk – Reanna (employee)
Feedback from customers – made the change
permanent aisle 5 and 6 now fruit and nuts

4 P's   Place
Check out Register

Permanently!

Bay of Fires IGA
Place has impact on our choices
THANKYOU
Q&A discussion
Healthy Supermarkets
Community of Practice

Nourish Network Update
RE-FRESH & Nourish Network invite you to a free in-person & live-streamed event

Exploring the value of working in partnership to drive meaningful change in healthy food retail

A panel discussion featuring
Prof. Cliona Ni Mhurchu, Amy Brown
Fiona Watson & Dr Megan Ferguson
with Alfred Deakin Professor Anna Peeters

Tuesday 18th October, 1pm – 2pm AEDT
Meet the panellists:

**PROF. CLIONA NI MHURCHU**  
Professor of Population Nutrition, The University of Auckland, New Zealand.  
Honorary Professorial Fellow, The George Institute for Global Health, Australia

Cliona directs a research programme on population nutrition and scalable dietary interventions. She is Director of the Dietary Interventions: Evidence & Translation (DIEIT) research programme, Deputy Director of the Healthier Lives National Science Challenge, and Lead Investigator of a team developing the tools and methods for the next New Zealand Nutrition Survey. She is also a member of the Trans-Tasman Health Star Rating (HSR) Advisory Committee and a Food Standards Australia New Zealand (FSANZ) Fellow.

**FIONA WATSON**  
Nutrition Team, UNICEF East Asia and Pacific Regional Office, Bangkok

Fiona Watson is an international nutritionist with 30 years of professional experience who has worked in both development and emergency contexts throughout the world. Fiona holds an MSc in Human Nutrition from the London School of Hygiene and Tropical Medicine. Her field work includes long-term assignments with the Ministry of Health in Mozambique, and with the World Health Organization in Sarajevo during the civil war in the former Yugoslavia. She has completed extensive missions to countries in South, East and West Africa, Palestine, Russia and South East Asia. Fiona has acted as a consultant for United Nations (UN) agencies, non-governmental organisations, and governments. From 2011 to 2015, Fiona was policy advisor at the Scaling Up Nutrition Movement based in Geneva. Fiona currently works for the UNICEF East Asia and Pacific Regional Office based in Bangkok. Her focus is on prevention of overweight and obesity among children and the nutrition of school-aged children across the region. A core part of her role involves working with academic colleagues on innovative research to build a sound evidence base that can be translated into policy action.

**DR MEGAN FERGUSON**  
Senior Lecturer in Public Health Nutrition at the School of Public Health, The University of Queensland. Honorary positions with Monash University and Menzies School of Health Research

Megan's research is focused on approaches to support local decisionmakers to design effective policy to improve nutrition and food security outcomes, through incorporating evidence and an understanding of the policy context. Her research in remote Aboriginal and Torres Strait Islander communities and community retail settings follows a public health and nutrition career working in policy and service provision in government, remote retail and the international development sectors.

**AMY BROWN**  
Manager, Strategic Programs, Institute for Health Transformation at Deakin University

Amy Brown is the Manager, Strategic Programs for the Institute for Health Transformation at Deakin University, and is helping the Institute build, evolve and strengthen partnerships with key stakeholders in a range of sectors. Previously Amy was based in local government as Executive Officer of Healthy Greater Bendigo, a community movement for better health, working to influence systems, structures and environments to make it easier for Central Victorians to eat well and move more. Amy was involved in the development and implementation of the Greater Bendigo Food System Strategy (2020-30), along with a range of healthy eating research and advocacy partnerships and trials, including the Eat Well Bega project. Amy also established the Australian Healthy Supermarkets Community of Practice, supporting health promotion practitioners to work in partnership with supermarket retailers to enable healthier shopping environments.
Nourish Network
Harnessing the power of multi-sector collaboration for healthier food retail

INTRODUCTION & BACKGROUND

Who is Nourish Network?
- Formed in Victoria, Australia in 2015, Nourish Network brings together a collaborative network of local stakeholders from academia, philanthropy, public agencies, food retailers, operators, and not-for-profit organisations & communities to drive action towards healthier & more sustainable food retail practice.

What is our mission?
- To work collectively to make healthy & sustainable food provision available & accessible to all.

AIMS
- Demonstrate the potential for a CI model to support the transformation of food retail environments.
- Measure the growth, activities & impact of Nourish Network.

METHODS
- The research & evaluation of Nourish Network were reviewed against the collective impact model developed by Proactif et al. 2014.
- The outcomes of Nourish Network were summarised according to the three pillars of Nourish Network’s strategic impact framework: Sourcing & Communication, Capabilities Building & Research & Evaluation.
- Case studies (Fig. 1) have helped to drive outcomes via the transformative approach (Fig. 2).
- Advisory committees have been established to provide strategic direction, with representation from various sectors including academics, public health & community-oriented food retail.
- Engagement was measured via monthly tracking of numbers of newsletter subscribers & social media followers (Fig. 4).

RESULTS
- A CI model offers the potential to support transformation of food retail environments with elements of Nourish Network’s strategy aligned as per Fig 1.
- Main outcomes are satisfied by aligning the CI Model” were new research findings exceeded from projects & research described that are facilitated by the food retail sector.
- Growth in both depth & breadth of engagement (Fig. 4) & a strong foundation for sustainability.

- Included in Victorian local government action plans, partner annual reports & health initiatives.
- An effective platform for members to build capability, share learning & accelerate action, as evidenced by members achieving positive outcomes from various action teams & member surveys (2015-202).

CONCLUSION
- Based on a collective impact model, Nourish Network’s framework for action has produced significant positive impact for food retail provision, bringing networks to public health initiatives & community stakeholders to work together to identify the evidence, resources, tools & policy settings required for transformation of food retail environments. Nourish Network notes awareness of the need for focused research & partnerships to progress healthy food retail.

Acknowledgments
- Victoria’s Health Promotion Framework funding from the Health Services Research and Development Branch (HSRD) of the Department of Health. All efforts are towards the development of this tool to include a dashboard to help teams measure outcomes. A list of people who have contributed to the development is included here.
Save The Date!

NOURISH NETWORK
END OF YEAR CELEBRATION!

Keynote Speaker: Sandro Demaio, CEO, VicHealth
Followed by a facilitated panel discussion & strategic workshop conversations

Thursday 17th November
Live-stream (online): 2:15pm – 3:15pm
In Person: 2pm – 5pm, followed by networking
Event Summary

Join us for this free in-person event at Deakin Downtown (Tower 2, Level 12 - 727 Collins St., Melbourne) to thank our contributors, celebrate our successes and identify future initiatives to amplify our impact.

Hear our keynote speaker Dr Sandro Demaio and panellists share their viewpoints on healthy and sustainable food retail in Australia, considering both present and future perspectives. Hosted by Alfred Deakin Professor Anna Peeters, Director of the Nourish Network and Deakin University’s Institute for Health Transformation, and facilitated by Geoff Brown, the session will commence with the keynote presentation, followed by a panel discussion and an opportunity for audience questions. Breakout sessions will be held to workshop ideas and plans for Nourish Network moving forward. Networking will be held from 5pm onwards for those who wish to stay to connect with colleagues.

Please note ticket sales are limited and registration is essential. Please contact victoria.hobbs@deakin.edu.au if you have any queries.
Community health updates
Co-creation in the food retail outlets

Carmen Vargas
PhD Candidate

Supervisors:
Professor Steven Allender
Associate Professor Julie Brimblecombe
Dr. Jill Whelan

25 October 2022
• **World-class research group** based in the **Institute for Health Transformation**

• Global Centre for Preventive Health and Nutrition

• Collaboration:
  • Governments, other research groups and a diverse range of collaborators nationally and internationally

• **International centre** for healthy food retail research and practice

• Is the world’s first international centre for healthy food retail research and practice

• Collaboration:
  • Industry and research groups.
Structure of the presentation

- Project outline
- Context
- Findings
- Ongoing work
- Project contributions
Research question: How can co-creation be applied to develop health-enabling initiatives in food retail?

**Study 1**
What is the peer reviewed literature regarding healthy food retail co-creation research?

**Systematic Review**

**Study 2 (a, b)**
What are the perspectives of academics on the use of co-creation for healthy food retail research?

**Interviews**

**Study 4**
What are the practices and attitudes of stakeholders regarding the co-creation of health-enabling initiatives in food retail environments?

**Survey**

**Study 4**
How suitable, accessible, and feasible can the co-creation process be to healthy food retail research?

**Case study**
Context

Food environments

Overweight and obesity

Complex system

Co-creation paradigm
Findings

Research question: How can co-creation be applied to develop health-enabling initiatives in food retail?

Study 1

What is the peer reviewed literature regarding healthy food retail co-creation research?

Systematic Review

- Co-creation is commonly implemented in low-income communities and First Nation groups.
- There is no clear approach to co-creation.
- The three most common stakeholders involved were researchers, corporate representatives or store owners, and governments.
Research question: How can co-creation be applied to develop health-enabling initiatives in food retail?

Study 2a

What are the perspectives of academics on the use of co-creation for healthy food retail research?

Interviews

- Co-creation research has the potential to support initiatives that consider the dynamic interaction and relationship between diverse stakeholders and the context.
- Key values of co-creation of initiatives are collaborative relationships based on trusting and respectful relationships, continual interactions and reciprocal acknowledgement between stakeholders.
- There is a need to test a model that ensures that all parties meet their needs while also delivering research outcomes.
Findings

Research question: How can co-creation be applied to develop health-enabling initiatives in food retail?

Study 2b

What are the practices and attitudes of stakeholders regarding the co-creation of health-enabling initiatives in food retail environments?

Survey Invitation

Survey
Healthy food retail environments are the result of a complex relationship between many stakeholders in the food-supply chain. Our research team is working to make health easier to achieve for all Australians – by having healthier choices available and promoted in food retail outlets.

You can help us to further this work by taking part in a 10–15-minute anonymous survey which will help us to understand stakeholders’ attitudes, perspectives and values to developing a healthier food retail. Your participation will also help us identify opportunities for future projects.

Your answers will be a valuable addition to our research. If you are interested in participating in this survey, please access it by accessing https://tinyurl.com/2x2jwtrf or by scanning the QR code.

Participation is anonymous.
This survey will be open until COB 25 November 2022.

This project has been approved by Deakin Human Research Ethics Office, project number: HEAG-H 63_2021.
If you have any questions about the project, please contact Carmen Vargas - mvargasares@deakin.edu.au
Research question: How can co-creation be applied to develop health-enabling initiatives in food retail?

Study 4

- How suitable, accessible, and feasible can the co-creation process be to healthy food retail research?

Case study

- Descriptive case study – *Eat Well Feel Good Ballarat* Project
  - Informing co-creation framework:
    - Reports
    - Focus groups

Acknowledgement to Ballarat Community Health
Project contributions for healthy-enabling strategies in food retail

- Methods used in the co-creation
- Identification of key stakeholders and their roles to improve food retail environments
- Valuable approach to complex problems within complex systems
- Understanding of the perspectives and values of stakeholders
- The development of co-created interventions in the Australian context
- The central placement of stakeholders in the co-creation process
- Identification of action areas for future implementation
- Feasibility and accessibility of the co-creation process
Healthy food retail environments are the result of a complex relationship between many stakeholders in the food-supply chain. Our research team is working to make health easier to achieve for all Australians – by having healthier choices available and promoted in food retail outlets.

You can help us to further this work by taking part in a 10–15-minute anonymous survey which will help us to understand stakeholders’ attitudes, perspectives and values to developing a healthier food retail. Your participation will also help us identify opportunities for future projects.

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Moving forward

1. **Contribute to the Healthy Supermarkets CoP Miro board** (papers, events, resources):
   https://miro.com/app/board/uXjVO7gpqck=/

2. **Complete 2022 Healthy Supermarkets CoP Evaluation survey** (coming soon)

3. **Next CoP: Thursday 16th February 2023** (calendar invite coming) Email jfang@vichealth.vic.gov.au if you would like to present a project update, workshop a problem, have a community announcement.
Healthy Supermarkets Community of Practice

Thank you!